



Pod is the division of **work** that helps our clients understand, measure, communicate and achieve their CSR and sustainability goals. Essentially, it provides tools to share values and create behavioural change in a transparent, tangible and measurable way. Kellogg's approached **Pod** to help reinvigorate their Environmental Programme across their European Operations. Before developing a creative communications campaign, **Pod** ran workshops with representatives of Kellogg's European offices to identify their goals in greater detail. This led to the creation of a brand new icon – Eco coco.

e: andrew.stephen@workcomms.com

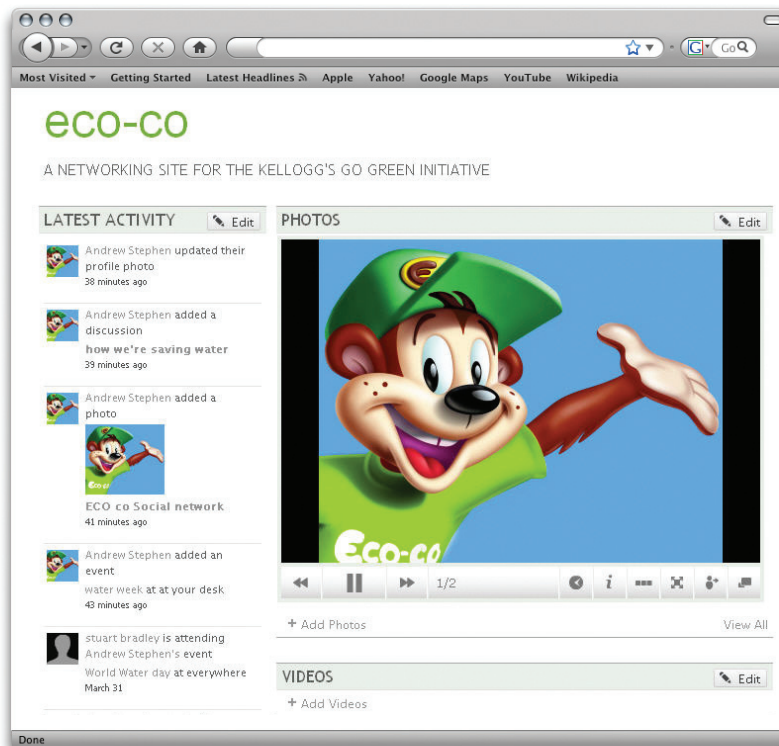
t: 020 7492 0046





Eco coco would become the leader of the Kellogg's Go Green Programme. He is a visual device and runs on all their communications – on and offline. We're continuing to embed Eco coco into the Kellogg's story and to date have produced a range of editable templates that allow messages and languages to be changed whilst maintaining a consistent look and feel.

We built a bespoke social network for the Go Green programme, which acts as the hub for Go Green ideas.



The whole concept revolves around the journey: inform, involve and prove. This moves us away from negative messages such as *don't* and *stop* and helps combat scepticism and cynicism by providing contextually relevant facts as well as a specific call to action. The communications team at **Pod** combined with our occupational psychology team to focus on behavioural change.